MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

BMR3094 MARKETING IN SERVICE INDUSTRIES

TRIMESTER 1, 2017/2018

(All sections / Groups)

16th October 2017
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 5 Questions only.

2. Attempt **ALL QUESTIONS in section A and TWO QUESTION in Section B.** All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

SECTION A

ANSWER ALL QUESTIONS IN THIS SECTION BASED ON THE GIVEN SHORT CASE GIVEN BELOW

You have been as a marketing manager hired by a Mr. Francis, who intended to set up Hobarth Primium Dining Restaurant. A high-class restaurant that specialise in French cuisine. Main groups of the target market are business executives that discuss their business dealing over dinner, well to do families that enjoy quality times and individuals who pampered themselves after stressful days at work. A market study that has been conducted, also revealed that the target market valued pampering, high class environment and well-presented food. The study also found that the longer the customer stay in a premium restaurant, the more they will spend. This spending will mostly be on expensive drinks and deserts.

Mr Francis is a chef who loves to prepare food but has no knowledge in running a business. In his initial planning, he decided that the restaurant should be set up as a self-service restaurant; with minimal number of waiters and waitresses. He also decided to have a relatively packed layout to maximise the restaurant seating capacity.

QUESTION 1

Did Mr Francis made the right decision (refer paragraph 2 above)? Explain your reasoning.

(Total: 25 marks)

QUESTION 2

With relevant examples, briefly discuss FIVE considerations in developing marketing strategies for Hobarth Primium Dining Restaurant. Relate your answer to low and high-customer-contact service considerations.

(Total: 25 marks)

Continued...

SECTION B

ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION 1

Discuss five considerations of service purchases pertaining to the consumption, and post-purchase stages of the consumer decision process model.

(Total: 25 marks)

QUESTION 2

Physical evidence is said as having a huge impact on the formation of customer perceptions and expectations. Discuss this statement and relate your answer to high contact service setting.

(Total: 25 marks)

QUESTION 3

Explain how a manager might use the knowledge obtained from the GAP model to improve the quality of his/her own firm. Please use appropriate examples in your answer.

(Total: 25 marks)

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